This edition is brought to you by all of PRME’s Principles because MiIIIssion Impossible (see below) exemplifies what PRME and Gustavson are all about.

Tomorrow, all of Gustavson’s third-year students will take part in MiIIIssion Impossible. The odd spelling is not a typo. At Gustavson, we have four pillars that support everything we do. But the term “pillar” is a bit misleading because Integrative, Innovative, International, and Sustainable/Socially Responsible are not separate entities. Really, they’re woven together like a terrific rebar web. When you combine them with education, business, teambuilding, community leaders, and 300 intense students, you get tomorrow’s sustainable-business challenge, with student teams pitching their ideas to industry judges like Mark Breslauer, CEO of Monk Office, and faculty judges like Dean Saul Klein. We’ll let you know how it goes – watch this space next week!

Innovation
Leila Madrone has had a stellar career in engineering technology and now she’s working on solar trackers — mechanical systems that move solar panels in order to help them follow the path of the sun. “The concept isn’t new,” according to this article in Grist. “[S]olar-tech historian John Perlin found a description of a simple solar tracker dated 1699.... Plants had come up with the concept even earlier.

“But for someone with Madrone’s skills in automation and robotics, solar tracking looked like the right problem: It took a proven renewable technology and made it even better. Trackers in general could already boost the energy production of a solar panel by 20 percent or more. With the right breakthroughs, they could be the thing that tipped the balance and made solar the lowest-cost energy source out there.”

Read more in Inventor looks to shake up cleantech with smart solar trackers in Grist.

Rubber, meet road: a very very live case
Financial Times has a series of articles about the unfolding ethical and environmental crisis at Volkswagen. So do the New York Times, The Guardian, The Economist, and many other newspapers around the world. From regulations to impact on stock values to software development, this mess has lessons for every aspect of business.

A book
Peers Inc: How People and Platforms Are Inventing the Collaborative Economy and Reinventing Capitalism, by Robin Chase. This book explores how age-old concepts of capitalism, consumerism, and even ownership are taking on new meaning in today’s marketplace of the "sharing economy."

Bike to Work Days are coming up on October 6 & 7. Like Bike to Work Week in the spring, these days aim to celebrate those who already pedal and those just trying it out. Celebration Stations in Greater Victoria: Oct 6: 7-9 am at Selkirk Trestle’s south end and 3-5 pm at 930 Balmoral Rd. Oct 7: 7:30 - 9:30 am at UVic Petch Fountain and 4-6 pm at Esquimalt Municipal Hall. No registration is necessary. Everything is free! Just jump on your bike and enjoy the momentum of cycle commuting.